

Grapevine, Texas Economic Development Update



January 19, 2011



Target Markets

- Hospitality
- Entertainment
- Retail
- Tourism
- **18 to 19 Million Visits Per Year**
- **85% of Retail Sales are from Non-Residents**



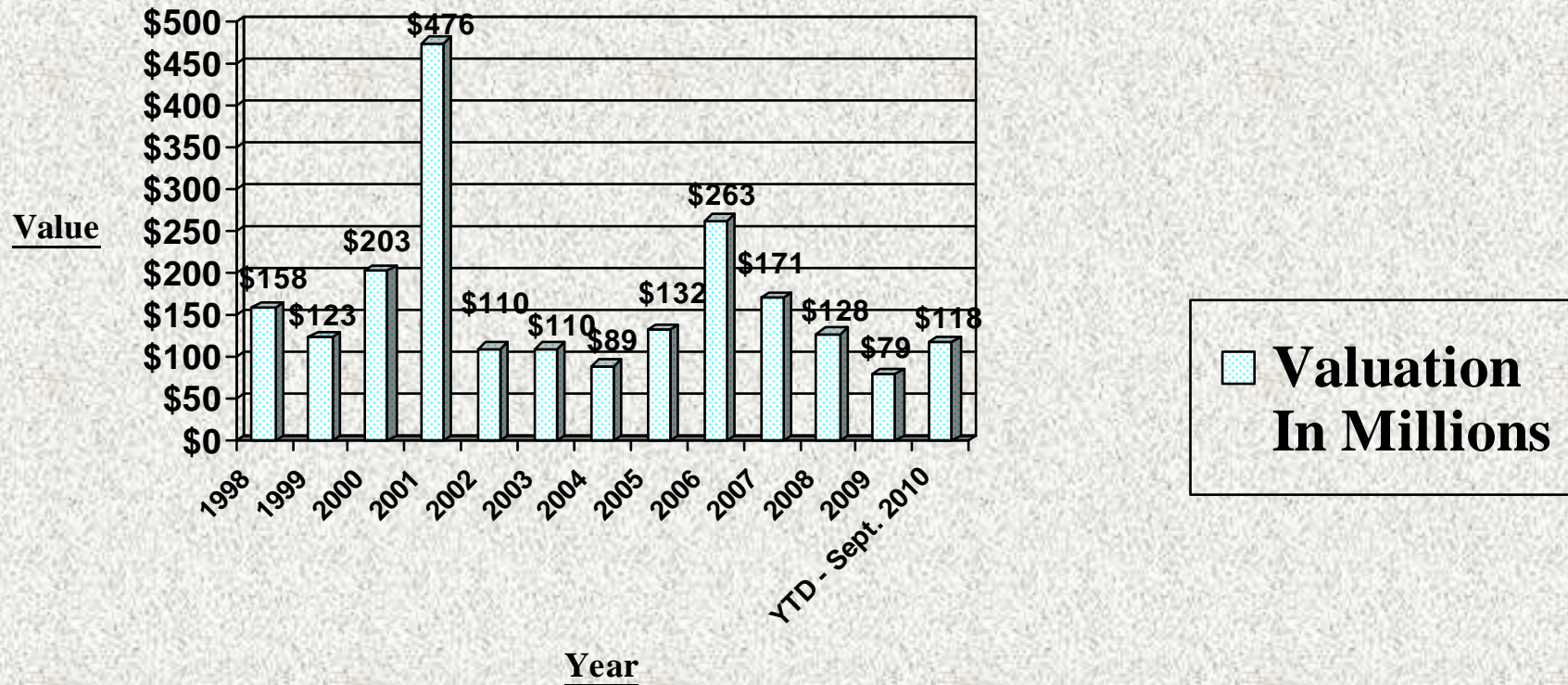
Demographics

Grapevine Demographics Are Excellent -

- **Average Household Income** - \$97,148
- **Percentage with Bachelors Degree and Above** - 31.36%
- **Good population base for new business** -
 - Grapevine – 50k
 - 10 miles - 675k
 - 50 miles – 6.2 M (*Regional Day Trips*)
 - 250 miles – 21.2 M (*Regional Weekend Trips*)



Total Construction Values By Calendar Year

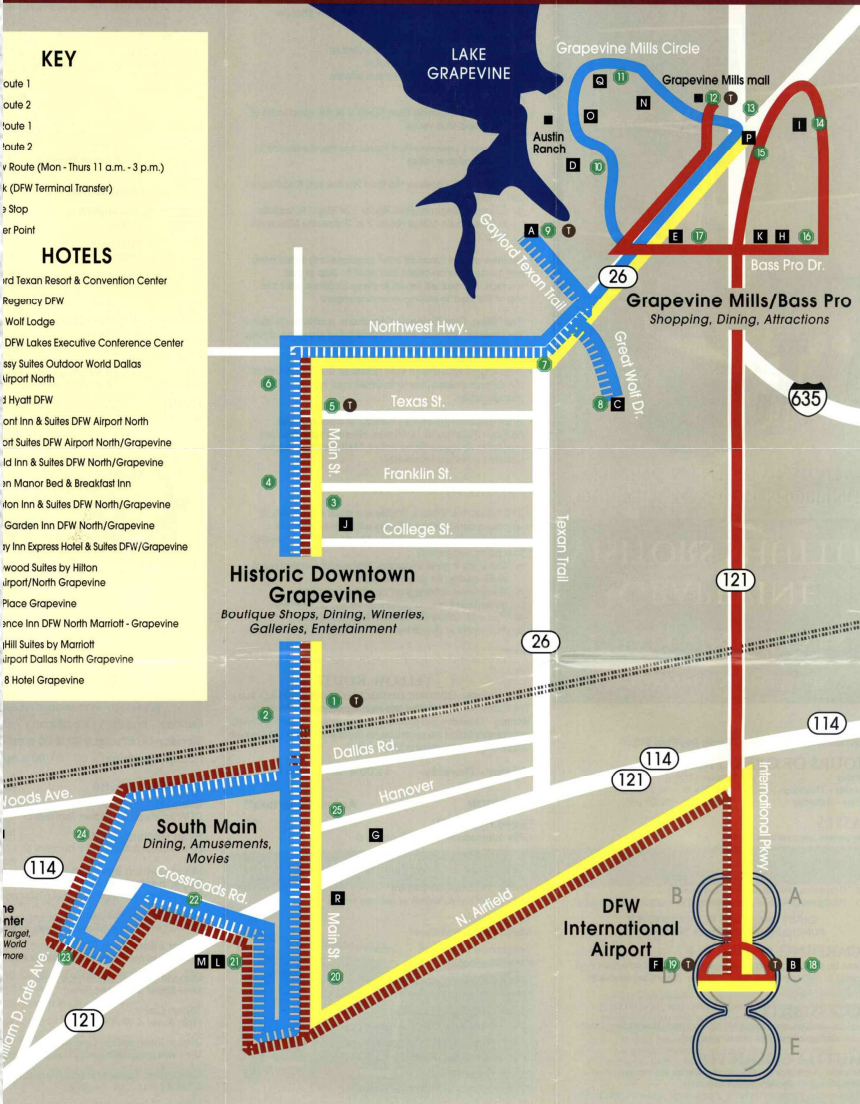




Major Impact Projects

- Southwest to Northeast Commuter Rail
- Intra-city shuttle service
- Chesapeake Drill Site and Education Center
- AMC 30 – Fork and Screen
- Towers of Grapevine Redevelopment
- Epicentre Restaurant Additions
- Silverlake Development
- Legoland Discovery Center
- Sealife Aquarium

Intra-city Shuttle



- 4 wrapped buses
- In Operation
- Stops to be revised Nov. 2010
- Connects major attractions. Single and family rates

Chesapeake Energy Site



Gaylord Resort Pool Site Plan



Grapevine Mills Mall AMC 30

Fork And Screen Concept

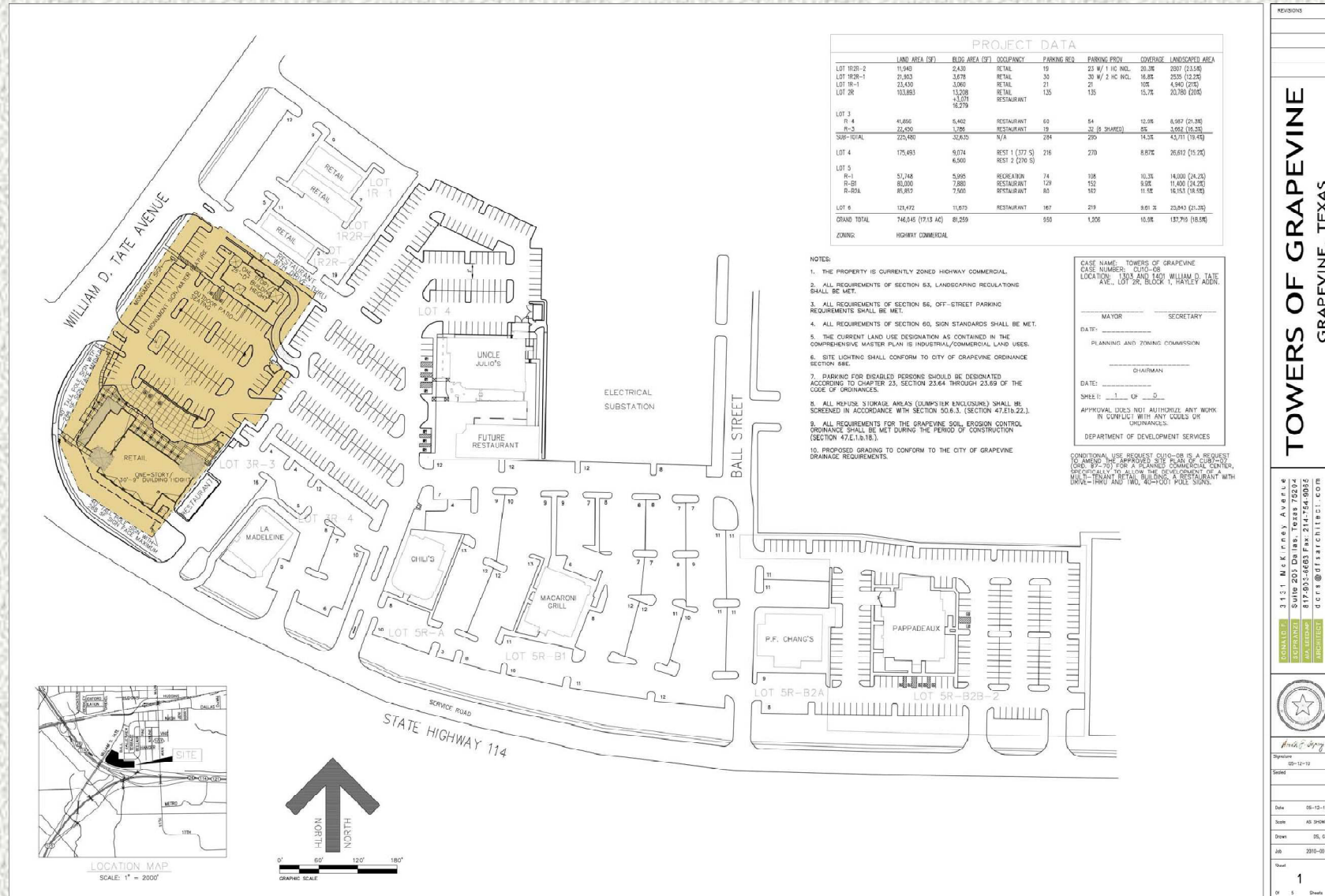
- 37,900 square foot, \$2.8M renovation.
- Eight screens
 - Food service with movie
- Five screens
 - Luxury suites
 - Reclining chairs
 - Wait service
 - Food upgrade

Towers of Grapevine

Redevelopment

- Removed KFC and Wendy's buildings.
- Construct new retail building.
 - 13,000 square feet
 - \$1.3M
- Develop one restaurant on KFC and Wendy's site.
- Future restaurant pad site next to Uncle Julio's.
- Upgrade and reconstruct driveways.
- Remove Tia's building and construct Pappadeaux Seafood Kitchen
 - 11,600 square feet
 - \$3M

Towers of Grapevine



Towers of Grapevine



SIGN ELEVATION

NORTH ELEVATION

WEST ELEVATION

EAST ELEVATION

SOUTH ELEVATION

MULTI-TENANT STRUCTURE

MATERIAL LEGEND:

- (1) CLAY TILL SHINGLES
- (2) STUCCO SIDING AND ACQUIT SIDING
- (3) NATURAL STONE VENEER
- (4) HEAVY TIMBER OVERSILLS
- (5) HEAVY TIMBER TRELLIS
- (6) PAINTED ALUMINUM STOREFRONT FRAMING WITH LOW-E GLAZING
- (7) CASH STONE ACCENTS
- (8) PAINTED STEEL POSTS
- (9) ALUMINUM TRELLIS

SCALE: 0 4' 8' 16' 24' 32'

Epicentre at Grapevine

- Home to Bob's Chop and Steak House and Fireside Pies.
- Addition of:
 - American Grill – 8,578 square feet, \$1.5M
 - Mexican Grill – 5,190 square feet, \$1M

Epicentre at Grapevine



American Grill



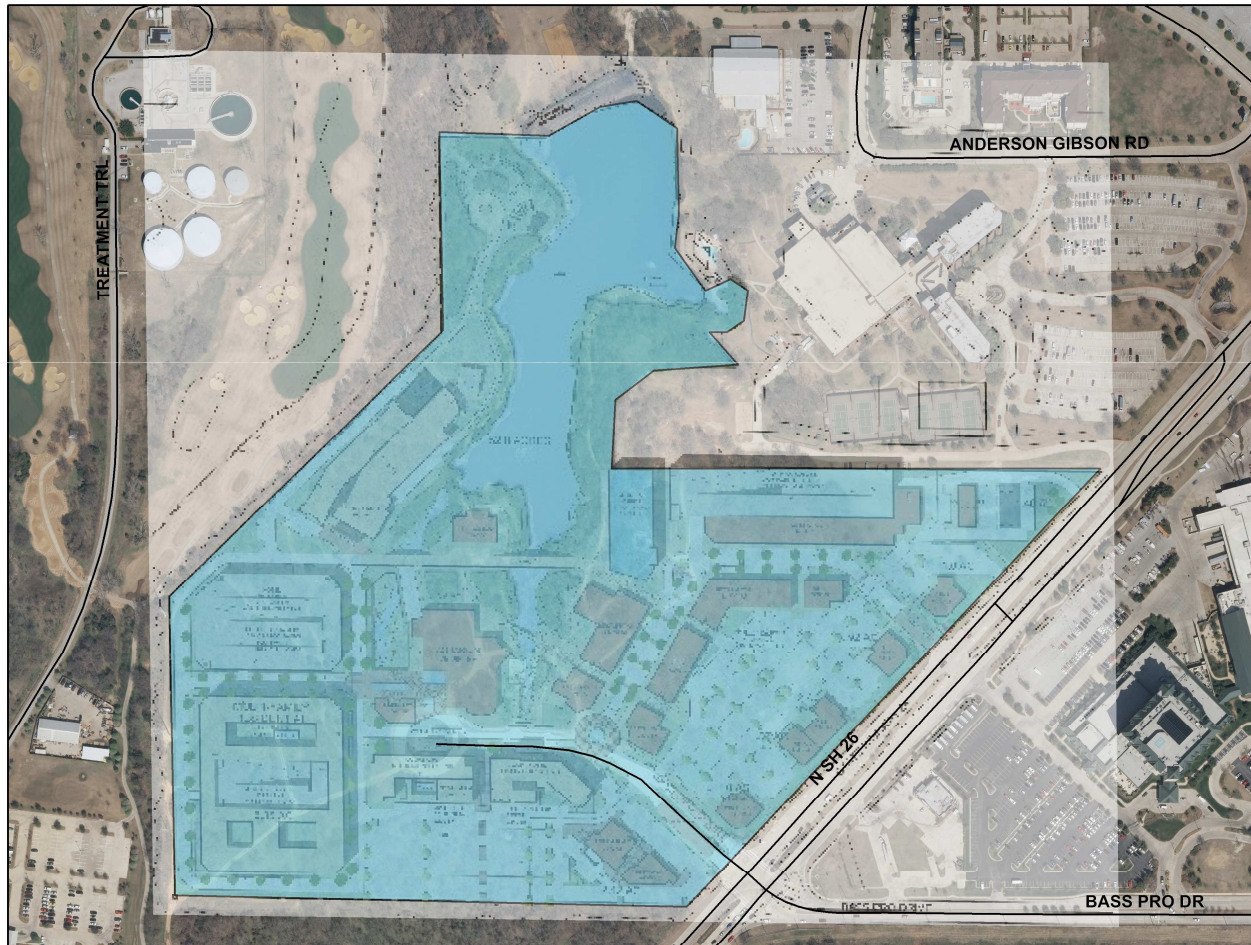
Mexican Grill



Silver Lake Crossing

- 52 Acres, Spring Fed Lake, Hotels, Retail, Office, Entertainment
- Phase 1
 - Toby Keith I Love This Bar and Grill
 - 25,000 square feet
 - \$10M
 - Marriott Courtyard Hotel
 - 301 rooms, full service restaurant
 - \$50M
 - Los Cabos Restaurant
 - 10,000 square feet
 - \$6.5M

Location Map Silver Lake Crossing



Planned -

- 52 acres
- Mixed Use
- Hotels, Retail, Residential, Office, Entertainment

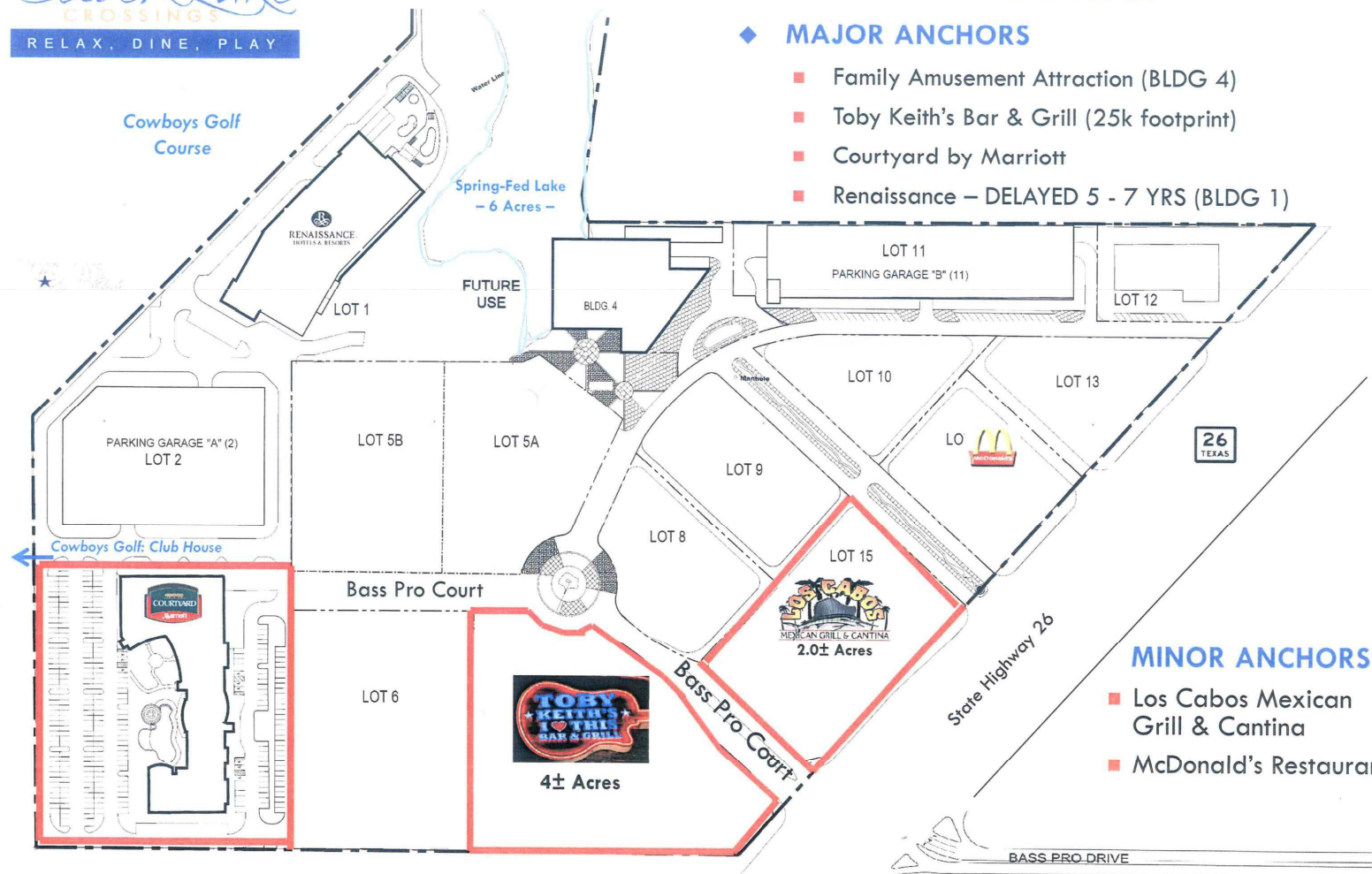
Silver Lake Crossing

Silver Lake
CROSSINGS
RELAX, DINE, PLAY

SITE PLAN

MAJOR ANCHORS

- Family Amusement Attraction (BLDG 4)
- Toby Keith's Bar & Grill (25k footprint)
- Courtyard by Marriott
- Renaissance – DELAYED 5 - 7 YRS (BLDG 1)



MINOR ANCHORS

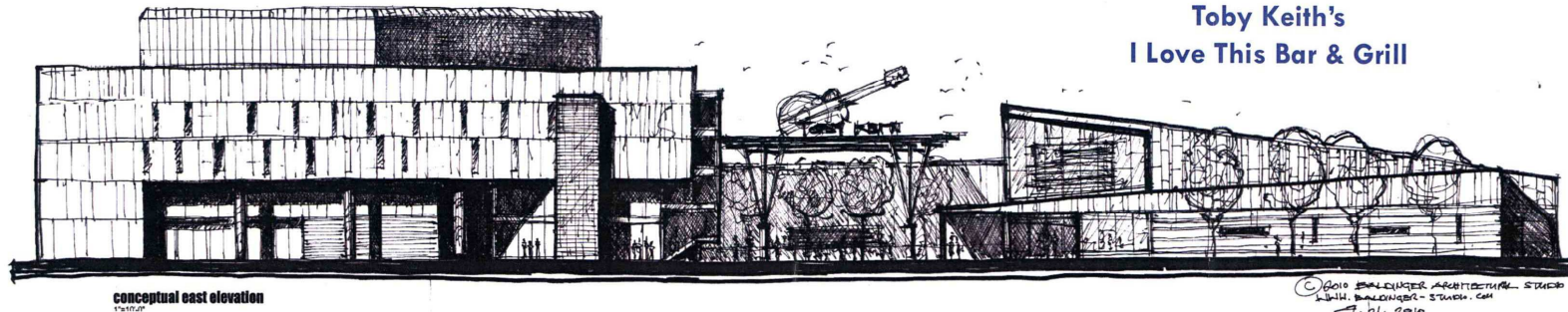
- Los Cabos Mexican Grill & Cantina
- McDonald's Restaurant

Toby Keith's I Love This Bar and Grill



one of DFW's largest dining and entertainment venues
Grapevine, TX

Toby Keith's Performance Center



- ◆ 35,000 Sq Ft
- ◆ SEATING, Restaurant + Performance Center: Approximately 3,000
- ◆ ADMISSIONS: 1.2 million visitors per year (stabilized/approximate)
- ◆ PERMANENT JOBS: 400

Silver Lake Crossing

a unique and affordable entertainment and restaurant locale
Mainstream Appeal, Affordability & Outstanding Traffic Generation

- ◆ **Guest Rooms:** 301
- ◆ **Meeting Space:** 17,000 Sq Ft
- ◆ **Height:** 7 Stories
- ◆ **Building Area:** 250,000 Sq Ft



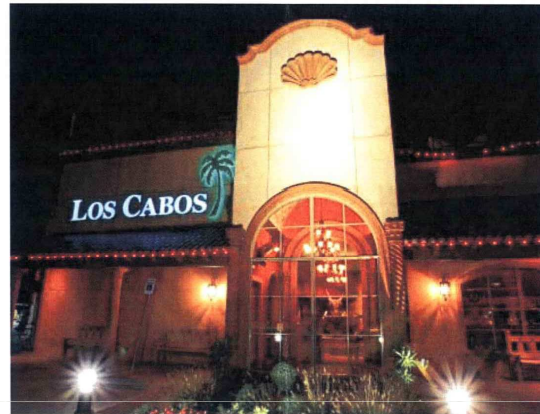
Grapevine, Texas



Los Cabos Restaurant



Jimmy and Jim Blacketer, the father & son team behind the Los Cabos Mexican Grill & Cantina



10,000 Sq Ft Venue

Los Cabos offers a menu that evokes the sophisticated gourmet tastes of Mexico as well as the combination of fresh seafood dishes.

"I've been in the Mexican restaurant business since 1978. Los Cabos in Grapevine will be my 91st restaurant."

- ◆ **Tulsa World** has awarded Los Cabos 3 Stars for Food and Service and 4 Stars for Atmosphere
 - ◆ **Oklahoma Magazine** named Los Cabos BEST OF in the state of Oklahoma for:
 - ◆ Best New Mexican concept: Salsa, Outdoor Dining, and Margaritas
- 2006, 2007, 2008 and 2009**



Musica

live music 7 nights a week (weather permitting) during the warm weather months

live Mariachi's Friday and Saturday evening
Year round

a clown to keep the kids entertained Friday evening, all day Saturday and Sunday lunch.



Highest-Grossing Mexican Restaurants in the State of Oklahoma

Merlin Entertainment – Legoland **Discovery Centre and Sealife Aquarium**

- Merlin Entertainment – 2nd largest visitor attraction company in the world with 59 attractions in Europe, Asia and North America.
- Grapevine's attractions are the first in Texas.
- Legoland Discovery Centre–
 - \$12M
 - 400,000 visitors per year
 - 40,000 square foot interior
 - 11,000 square foot exterior miniature golf
- Sealife Aquarium
 - \$15M
 - 700,000 visitors per year

Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium



Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium



Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium

LEGOLAND Discovery Center D/FW

- Located in Grapevine Mills Mall,
Grapevine, Texas
- Opening early April 2011
- Designed for children aged 2 to 12 years
and their families



Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium

LEGOLAND Discovery Center D/FW

- ☐ Professor Brick's Factory Tour
- ☐ Kingdom Quest
- ☐ MINILAND
- ☐ 4D cinema featuring Clutch Powers, Bob the Builder and Spellbreaker
- ☐ Merlin's Apprentice
- ☐ LEGO City Play – Fire Academy, Construction Site and Coast Guard Tower
- ☐ Build & Test
- ☐ Princess Palace
- ☐ Birthday Rooms
- ☐ LEGO Shop and Cafe



Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium

LEGOLAND Discovery Center D/FW

- *Step inside LEGOLAND Discovery Centre and it's like you have just jumped into the biggest box of LEGO bricks ever!*

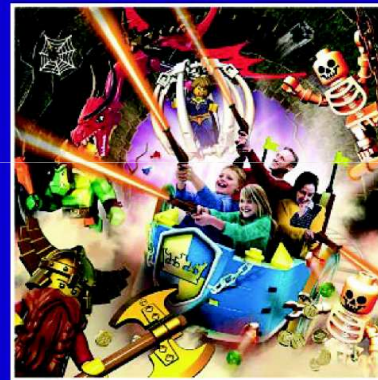


Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium



Merlin Entertainment – Legoland Discovery Center and Sealife Aquarium

LEGOLAND Discovery Center D/FW



Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium



Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium



SEA LIFE aims to deliver a sense of shared wonder and discovery for all the family.

An experience that represents a mix of natural and **fantasy environments** – an **interactive and immersive** series of displays create intrigue, inform and delight.

Throughout the visitor journey there are many **fun interactive** elements and quiz trails to **engage and educate**.

With so much more, including special **themed areas** to accommodate groups, children's birthday parties and schools, it will be a **memorable experience** for young and old.

For more information please visit www.sealifeus.com



Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium

Key Features

GRAPEVINE
SEALIFE
AQUARIUM

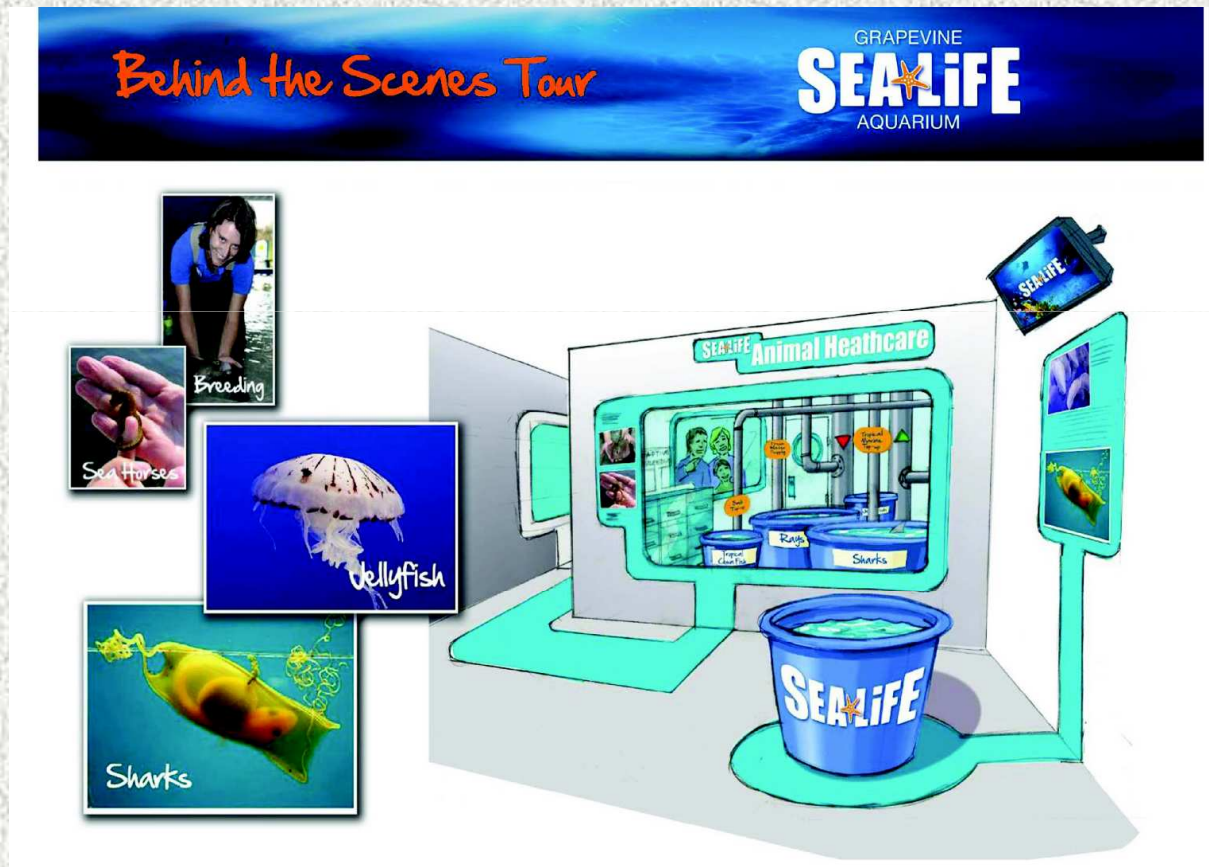
- Over 5,000 sea creatures & 1 million litres of water
- Come nose to nose with sharks in our 360° Ocean Tunnel
- Take the Shark Walk if you're brave enough!
- Behind the scenes aquarist experience
- Learn about our latest conservation campaign
- Daily talk and feed shows throughout the day
- Hands-on opportunities to hold a crab or touch a starfish
- Interactive submarine themed Play Zone



Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium



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Merlin Entertainment – Legoland Discovery Centre and Sealife Aquarium





Construction Projects 2010

<u>Name of Business</u>	<u>Address of Construction</u>	<u>Type of work being performed</u>	<u>Const. Value</u>	<u>Square Footage</u>
Mustang Elite Car Wash & Lube Center	Ira E. Woods Avenue	New Lube Center	\$775,000.00	2,356
VF Outlet / Ross	Grapevine Mills Pkwy	Interior Remodel	\$725,000.00	30,000
Legoland Discovery Center	Grapevine Mills Pkwy	Retail / Amusement / Theatre	\$2,600,000.00	31,853
Sea Life Center Aquarium	Grapevine Mills Pkwy	Interior Alteration	\$3,000,000.00	34,321
AMC Theatres Grapevine Mills 30	Grapevine Mills Pkwy	Renovate (13) auditoriums, new kitchen & bar	\$2,800,000.00	37,900
American Grill	Main Street	New Restaurant	\$1,500,000.00	8,578
Mexican Grill	Main Street	New Construction / Finish Out	\$1,000,000.00	5,190
City of Grapevine	Main Street	Convention/Visitors Center	\$9,800,000.00	40,000
Joe's Crab Shack	State Hwy 114	Interior Remodel	\$250,000.00	8,420
Pappadeaux	State Hwy 114	New Seafood Rest.	\$3,000,000.00	11,617
Towers of Grapevine	William D. Tate Ave.	New Shopping Cnt'r	\$1,300,000.00	13,208
Pluckers Wing Bar	Cross Roads Drive	Remodel Restaurant & Bar	\$700,000.00	7,828
Riverwalk Cantina	Gaylord Trail	Interior Remodel	\$675,000.00	8,300
Gaylord Texan	Gaylord Trail	Resort Pool & Event Center	\$3,365,529.00	N/A



Construction Projects 2010

<u>Name of Business</u>	<u>Address of Construction</u>	<u>Type of work being performed</u>	<u>Const. Value</u>	<u>Square Footage</u>
Baylor Regional Medical Center	College Street #1	5th floor finish out	\$2,668,463.00	12,937
Baylor Regional Medical	College Street	Operating Room Renovation	\$2,455,291.00	28,220
Chesapeake Energy	Grapevine Mills Circle	Visitor Kiosk	\$750,000.00	660
Women's Imaging	Lancaster Drive	Interior Finish Out	\$804,283.00	8,330
Baylor Regional Medical Center Spine Center	Lancaster Drive	Interior Finish Out	\$567,148.00	6,906
Gamestop	Westport Pkwy	Interior Remodel	\$1,400,000.00	360,000
Park Place Mercedes Benz	Texan Trail	New Car Dealership	\$20,000,000.00	152,515
The Miller Company	Texan Trail	Office / Warehouse	\$560,000.00	9,300
Children's Medical Center "My Children's Pediatric Office"	Grapevine Mills Circle	Interior Finish Out	\$425,000.00	5,258
		Total	\$61,120,714.00	823,697